

# ULTRUS™

CASE STUDY

## CHT USA Improves Lead Generation Process and ROI with Prospector® Digital Marketing



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We get better and stronger leads out of Prospector than we do any other marketing channel or tool. It has, by far, been the biggest lead generator we've found.

I'm just so proud of the ROI and how it's improved year over year.

**Michelle Armstrong**  
Business development/marketing manager, CHT USA

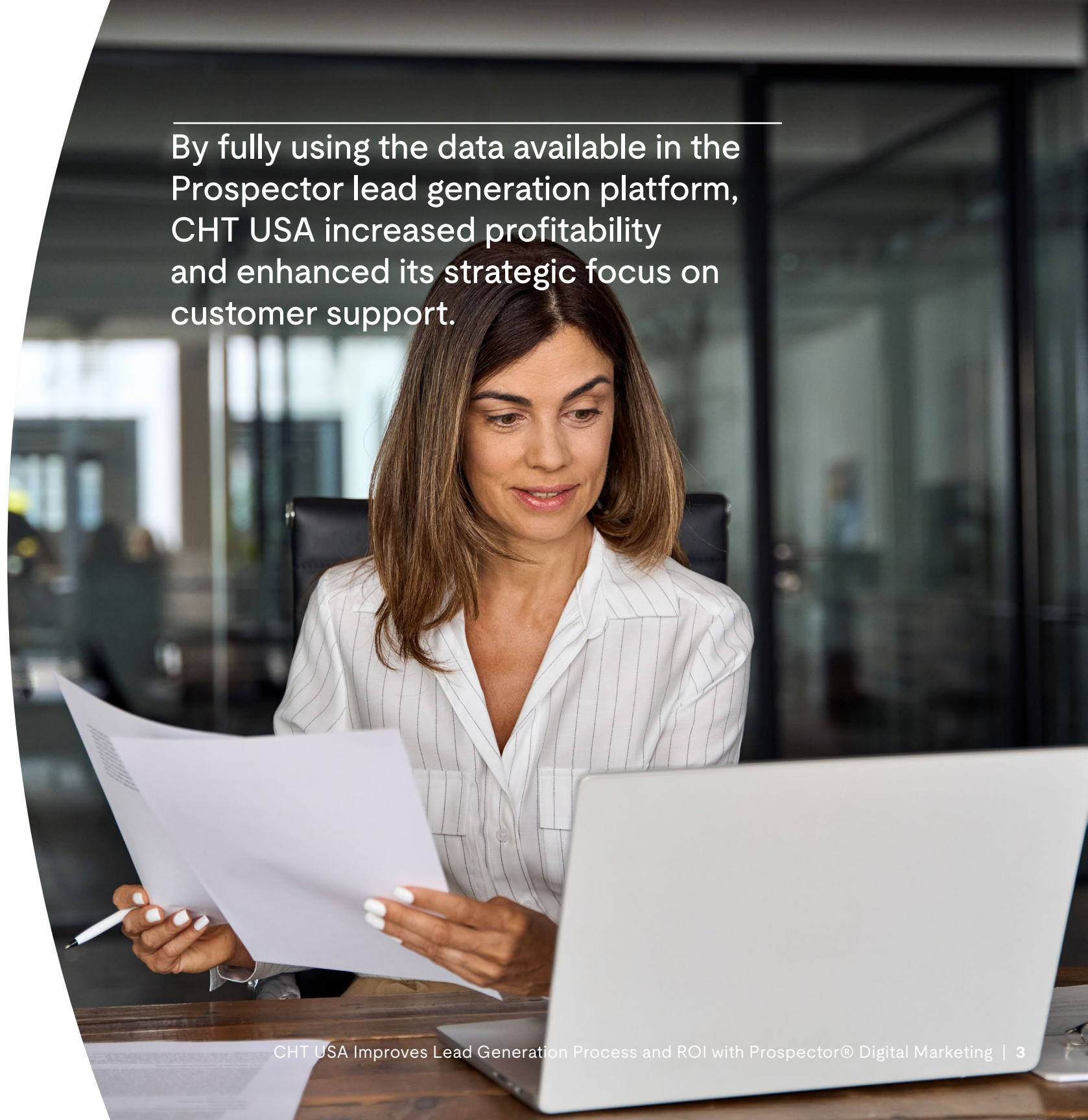
CHT USA, a part of CHT Group Company, manufactures customized silicone-based materials for the personal care industry. Their innovative global expertise and distribution network provide timely product and project turnaround, and low minimum order quantity. CHT USA encourages their laboratory engineers and technicians to develop inspiring starting formulations and solve customers' formulation challenges.

For many years, CHT USA has used Prospector® Digital Marketing for lead generation with great success. As part of **ULTRUS™ software** from UL Solutions, Prospector supports manufacturers by marketing their materials directly to companies engaged in materials research. “We were getting better and stronger leads out of Prospector than any other marketing channel or tool,” said Michelle Armstrong, business development/marketing manager at CHT USA.

Even so, when Armstrong started her role at CHT USA, she saw new opportunities to maximize the data they were receiving. By fully using the data available in the Prospector lead generation platform, CHT USA increased profitability and enhanced its strategic focus on customer support.

Armstrong realized that in addition to the sales-ready leads they were getting, they were also receiving valuable data and intelligence. There were formulators and buyers engaging with CHT USA products on Prospector, but not yet making inquiries.

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# Focused on exceptional customer support.

Knowing their sales representatives could not follow up on all activity for their products, CHT USA promoted Dawn Little as a lead development specialist. Using the Prospector Digital Marketing platform, Little reached out immediately to everyone who engaged with a CHT USA product to see if they had any questions, position CHT USA's products positively and determine if a potential customer was ready for sales follow-up. This allowed CHT USA to provide exceptional customer support and to efficiently nurture prospects for new business. Little appreciated that leads were available in real-time, that all the customer's activity was easily viewable and that she was able to email directly from the Prospector lead generation software.

For Armstrong, a key part of CHT USA's marketing strategy is to "provide better service, more care and more one-on-one attention." She said, "Prospector is a tool that allows us to do that, and the software makes it faster." Customers are thrilled to have someone who can answer their questions, help them troubleshoot and provide inspiration for new ideas.

While reflecting on the leads they receive from Prospector and the additional processes they've put in place, Armstrong said, "I'm just so proud of the ROI and how it has improved year over year." Equally important, the process of using the intelligence from Prospector allows CHT USA to serve as a valuable resource for their customers through proactive support.

In addition to leads, the analytics available within Prospector Digital Marketing help CHT USA identify potential areas of strategic focus. "We learn a lot just by seeing what people are clicking on, gaining valuable market information, as well as leads," Armstrong said. "We plan to continue a mutually beneficial relationship with Prospector."



**Michelle Armstrong**

Business development/marketing manager, CHT USA



**Dawn Little**

Lead development specialist, CHT USA

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